



SEAA 2025

## SEAA 2025 ANNUAL CONFERENCE

JW Marriott Orlando Bonnet Creek Resort & Spa

June 2-4, 2025

## CONFERENCE AGENDA

### Sunday, June 1

8:00 p.m. - 10:00 p.m.	"Welcome to the JW" Bar, sponsored by <b>First Citizens Bank</b> <i>Join the SEAA Team in celebrating our return to Orlando by dressing as their favorite Disney Villain!</i>	Illume (9th Floor)
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### Monday, June 2

8:00 a.m. - 6:30 p.m.	Registration Open, sponsored by <b>Fiserv</b>	Event Hub
9:00 a.m. - 1:00 p.m.	NMI University	Blackbird, Level 2
9:00 a.m. - 1:00 p.m.	Exhibitor Setup	Griffin Ballroom
9:00 a.m. - 1:00 p.m.	EPI Lounge, sponsored by <b>Electronic Payments</b>	Spruce, Level 1
1:00 p.m. - 2:00 p.m.	RSPA Panel: How Winning ISOs, VARs, and ISVs Compete with VC-Backed, Out-of-Town, 800-number POS & Payments Providers <b>Moderated by Jim Roddy, President &amp; CEO, RSPA</b>	Cardinal, Level 2
1:00 p.m. - 4:30 p.m.	Derek's Dogs Fundraiser Event, sponsored by <b>SignaPay</b>	Palm Ballroom D
2:00 p.m. - 2:45 p.m.	Innovate or Fall Behind: The Future of SMB Payment Solutions, presented by <b>VISA</b>	Blackbird, Level 2
2:00 p.m. - 4:00 p.m.	Exhibit Hall Open	Griffin Ballroom
4:00 p.m. - 5:00 p.m.	It's a Small World in Payments, brought to you by <b>ETA</b>	Blackbird, Level 2
5:00 p.m. - 6:30 p.m.	Opening Reception in Exhibit Hall, sponsored by <b>Valor PayTech</b>	Griffin Ballroom
7:00 p.m. - 10:00 p.m.	Monday Night Party, sponsored by <b>Global Payments</b>	UnReserved

### Tuesday, June 3

8:30 a.m. - 5:30 p.m.	Registration Open, sponsored by <b>Fiserv</b>	Event Hub
9:00 a.m. - 10:00 a.m.	Opening Breakfast, sponsored by <b>Dejavoo</b>	Griffin Ballroom

## Tuesday, June 3 cont.

9:00 a.m. - 10:45 a.m.	Exhibit Hall Open <i>Exhibitors may access the Hall at 8:30 a.m. to refresh displays. Continental breakfast will be available for the Exhibitors at 8:30 a.m., and for everyone at 9:00 a.m.</i>	Griffin Ballroom
10:00 a.m. - 10:50 a.m.	<b>Breakout Session 1</b> <b>1a.</b> <i>AI: From Theory to Practical Applications in Everyday Business</i> <b>Presented by Cygnus Payments</b> <b>1b.</b> <i>State of US Contactless Payments</i> <b>Presented by Discover</b>	Blackbird, Level 2  Cardinal, Level 2
11:00 a.m. - 12:00 p.m.	Opening Remarks & Keynote Speaker, Rmax Goodwin, sponsored by <b>Merchant Industry</b> Introduction of JY Scholars, presented by <b>MAPP Advisors</b>	Palm Ballroom
12:00 p.m. - 1:15 p.m.	Lunch, sponsored by <b>American Express</b>	Palm Ballroom, Cypress, Dogwood, Oak, Pine, Spruce
1:30 p.m. - 2:20 p.m.	<b>Breakout Session 2</b> <b>2a.</b> <i>Data-Driven Success: Streamlining Operations and Sales with ISOHub</i> <b>Presented by Impact TechLab</b> <b>2b.</b> <i>Margin Matters: Finding New Revenue Opportunities in Value-Added Services Panel Discussion</i> <b>Presented by Datacap</b>	Blackbird, Level 2  Cardinal, Level 2
2:00 p.m. - 4:00 p.m.	Exhibit Hall Open & Hospitality Center, sponsored by <b>Discover</b>	Griffin Ballroom
2:30 p.m. - 3:20 p.m.	<b>Breakout Session 3</b> <b>3a.</b> <i>Owning an Acquiring BIN: Measuring Risks &amp; Responsibilities of Ownership Against Reward Panel Discussion</i> <b>Presented by Secure Bancard</b> <b>3b.</b> <i>Unlocking Global Business Growth: Strategies for Global Expansion for ISOs and Payment Facilitators</i> <b>Presented by Rapyd and Segpay</b>	Blackbird, Level 2  Cardinal, Level 2
3:30 p.m. - 4:20 p.m.	<b>Breakout Session 4</b> <b>4a.</b> <i>Supporting Emerging Markets, Cannabis, Start-Ups and High-Risk Portfolios</i> <b>Presented by First Citizens Bank</b> <b>4b.</b> <i>Agnostic or Antagonistic: What is the Future of Payments?</i> <b>Presented by Nationwide Payment Systems</b>	Blackbird, Level 2  Cardinal, Level 2
4:30 p.m. - 5:30 p.m.	Happy Hour, sponsored by <b>WorldPay</b>	Palm Ballroom
5:30 p.m. - 7:00 p.m.	Closing Reception in Exhibit Hall, sponsored by <b>Visa</b>	Griffin Ballroom
7:00 p.m. - 9:00 p.m.	Exhibitor Teardown	Griffin Ballroom
8:00 p.m. - 11:00 p.m.	"That's a Wrap!" Bar, sponsored by <b>Netevia Pro</b>	Sabal Landing

## Wednesday, June 4

7:00 a.m. - 11:00 a.m.	Breakfast at your leisure, sponsored by <b>GETTRX</b>	UnReserved
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